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# **Expanding Access to I-PASS: Update**

**October 23, 2014**

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# Tri-State Tollway (I-294)/I-57 Interchange Opening in October

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- ▶ **First interstate-to-interstate connection on the Tollway system where there is no toll collection point for customers who wish to pay cash**
- ▶ **More than 87 percent of Tollway transactions are I-PASS**
- ▶ **Above average I-PASS penetration in Chicago Southland communities**
- ▶ **Goal: Provide everyone the opportunity to benefit from the new interchange and make traveling on it as easy as possible**

# I-PASS or Pay Online



**Plaza 42 Toll Rates for Cars and Motorcycles**

Regular Rate = \$1.50  
Discounted *I-PASS* Rate = 75 cents

Truck rates range from \$1.50 to \$4.00 during daytime hours, with overnight discounts offered.



# New Customer Service Initiatives

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- ▶ **I-PASS Sale**
- ▶ **Temporary I-PASS Customer Service Center in Midlothian**
- ▶ **I-PASS roadshow tour in the Chicago Southland**
- ▶ **Extensive outreach and information dissemination through community posts and local advertising**
- ▶ **Focus group research with non-I-PASS customers to test understanding of all-electronic tolling roadway signage and the I-PASS program**



# I-PASS Sale: Typical Cost Structure

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- ▶ **Deposit for transponder:**
  - ▶ \$10 deposit (auto-replenish)
  - ▶ \$20 deposit (manual)
- ▶ **Initial pre-payment for tolls: \$40**
- ▶ **Minimum auto-replenishment for tolls: \$40**

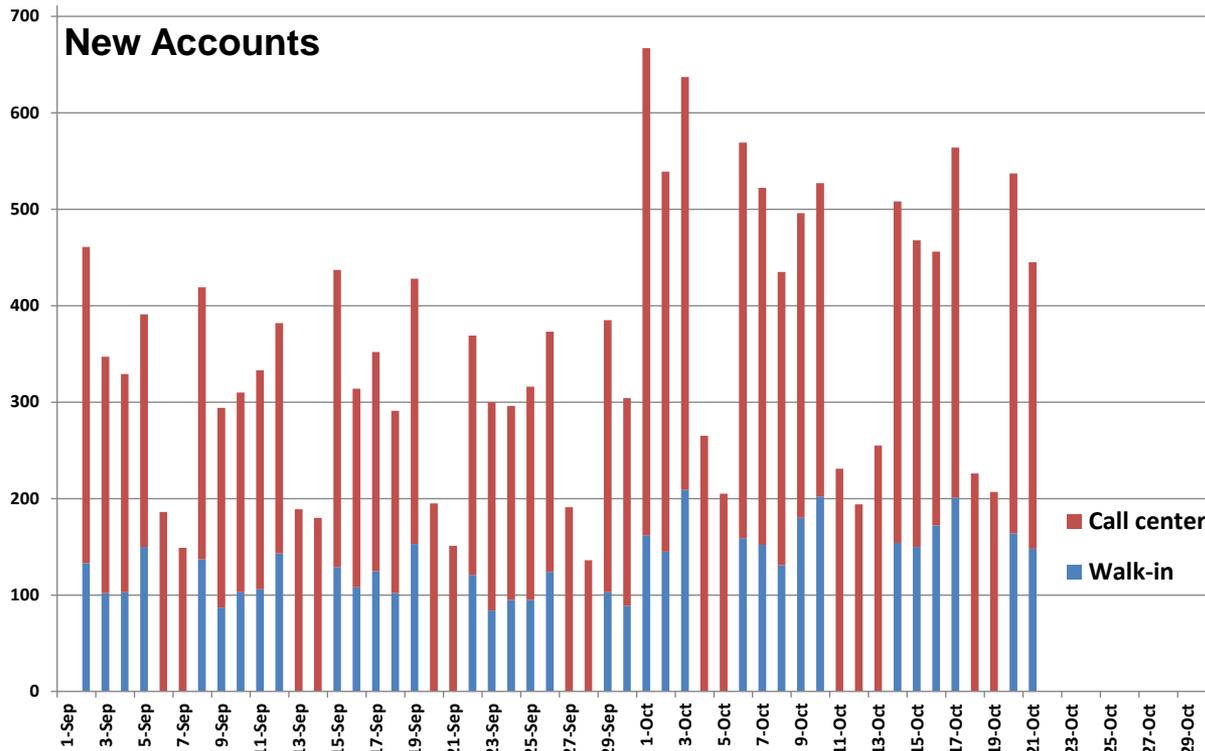
# I-PASS Sale: Discounted Cost Structure

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- ▶ **October 1 through December 31, 2014**
- ▶ **Discounted cost structure:**
  - ▶ **Deposit for transponder: \$10 (auto-replenish or manual)**
  - ▶ **Initial pre-payment for tolls: \$20**
  - ▶ **Minimum auto-replenishment for tolls: \$20**
- ▶ **Existing manual replenishment customers, a \$10 deposit refund was automatically applied to their I-PASS account balances in the form of a credit**
- ▶ **Existing customers can lower their minimum auto-replenishment upon request**

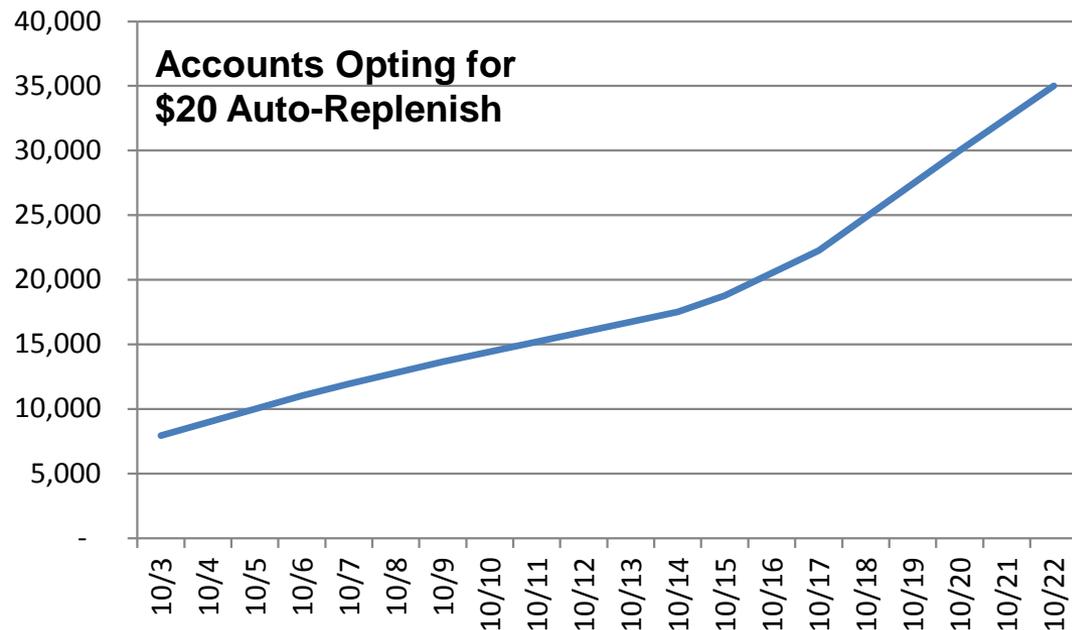
# I-PASS Sale: Results

- ▶ **Almost double the rate of new account creation**
  - ▶ **Approximately 9,000 participated in sale**
  - ▶ **Approximately 12,700 new accounts in total**



# I-PASS Sale: Results, cont.

- ▶ Nearly 26,000 existing I-PASS customers have called to change their account replenishment increments to \$20
- ▶ When new accounts participating in the sale are included, a total of over 35,000 I-PASS customers have opted for account replenishment increments of \$20



# Temporary Service Center: Overview

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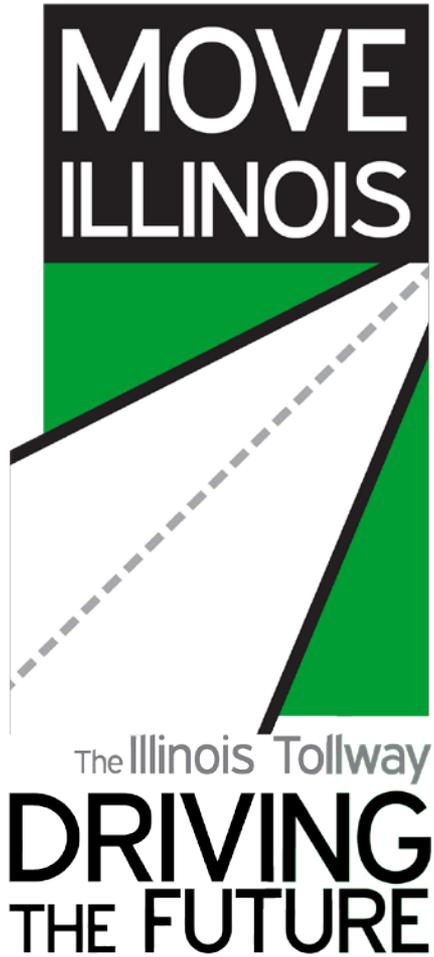
- ▶ Intended to serve local residents who wish to obtain I-PASS
- ▶ Open from September 2 to November 26, Tuesday through Friday from 8:00 a.m. to 5:00 p.m.
- ▶ Full-service operation staffed with Tollway Customer Service Representatives
- ▶ Located in the Secretary of State Office in Midlothian



# Temporary Service Center: Results

- ▶ Approximately 950 visitors
- ▶ Approximately 200 new I-PASS accounts
- ▶ Approximately 115 new transponders added to existing I-PASS accounts
- ▶ Approximately 140 I-PASS account replenishments





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**THANK YOU**

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